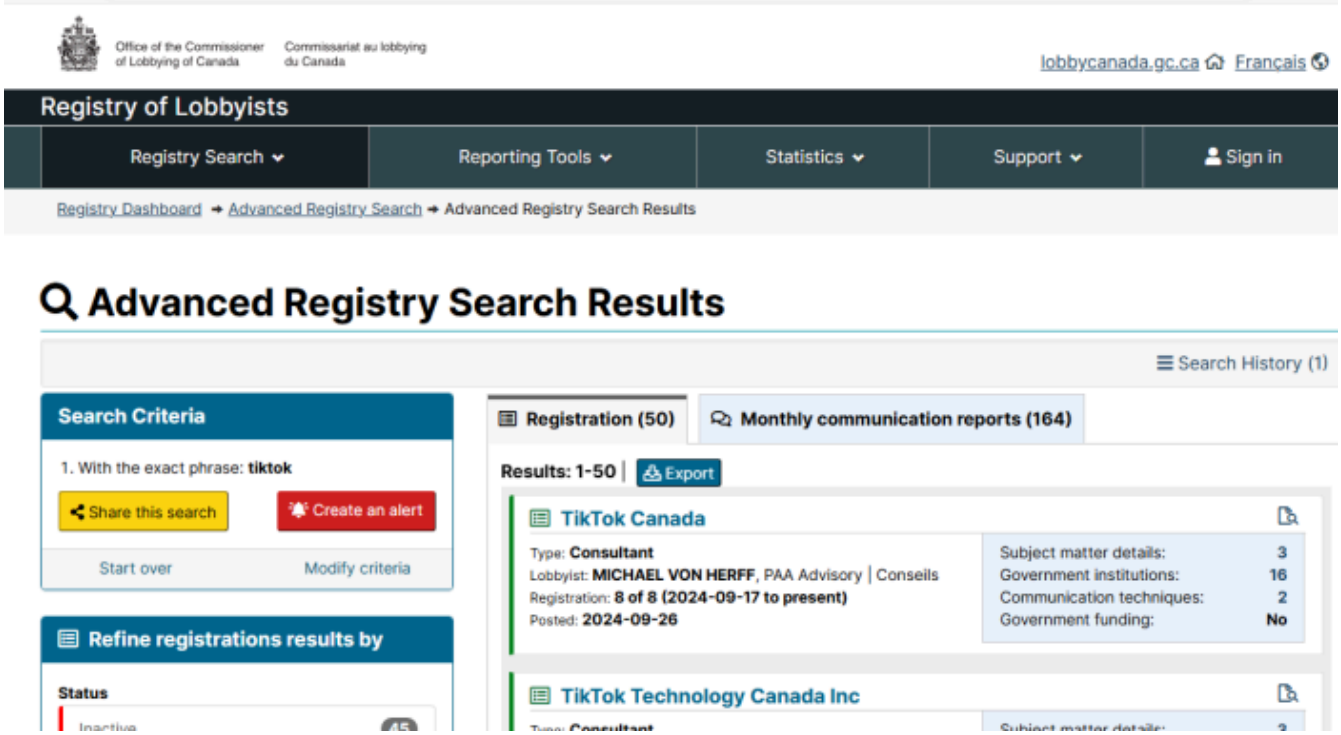
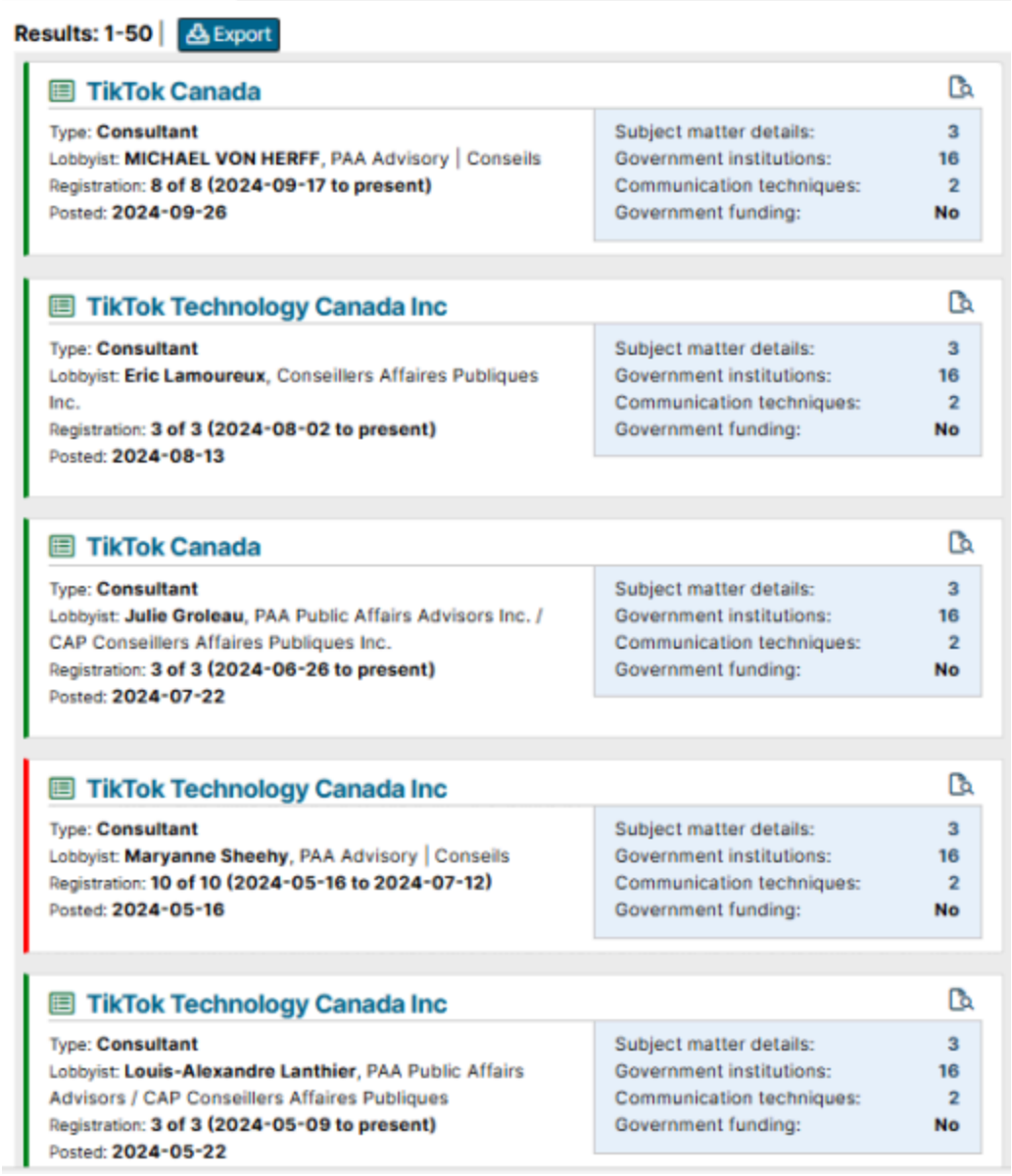
CANUCK LAW
Reporting That You're Not Getting Elsewhere (Do Your Own Research To Verify)

NOVEMBER 10, 2024 BY RONNIE

TikTok Ban In Canada: Not Even All-Party Lobbying Could Prevent It




Results: 1-50 | Export
TikTok Canada
Type: Consultant
Lobbyist: MICHAEL VON HERFF, PAA Advisory | Conseils
Registration: 8 of 8 (2024-09-17 to present)
Posted: 2024-09-26
Subject matter details: 3
Government institutions: 16
Communication techniques: 2
Government funding: No
TikTok Technology Canada Inc
Type: Consultant
Lobbyist: Eric Lamoureux, Conseillers Affaires Publiques Inc.
Registration: 3 of 3 (2024-08-02 to present)
Posted: 2024-08-13
Subject matter details: 3
Government institutions: 16
Communication techniques: 2
Government funding: No
TikTok Canada
Type: Consultant
Lobbyist: Julie Groleau, PAA Public Affairs Advisors Inc. / CAP Conseillers Affaires Publiques Inc.
Registration: 3 of 3 (2024-06-26 to present)
Posted: 2024-07-22
Subject matter details: 3
Government institutions: 16
Communication techniques: 2
Government funding: No
TikTok Technology Canada Inc
Type: Consultant
Lobbyist: Maryanne Sheehy, PAA Advisory | Conseils
Registration: 10 of 10 (2024-05-16 to 2024-07-12)
Posted: 2024-05-16
Subject matter details: 3
Government institutions: 16
Communication techniques: 2
Government funding: No
TikTok Technology Canada Inc
Type: Consultant
Lobbyist: Louis-Alexandre Lanthier, PAA Public Affairs Advisors / CAP Conseillers Affaires Publiques
Registration: 3 of 3 (2024-05-09 to present)
Posted: 2024-05-22
Subject matter details: 3
Government institutions: 16
Communication techniques: 2
Government funding: No

Recently, it was announced that the last 2 Canadian offices of TikTok — the social media platform — would be shut down. This comes after an outright ban in the United States. The reason stated was that there were safety concerns, such as gathering intelligence, and that it was a threat to national security. The app would still be available for use, for now, but the physical presence had to be removed.

It's unclear why the app can still be used if the offices had to be closed.

Of course, context matters. It would have been nice to know if any group or organization had publicly lobbied to have the company shut down. A quick search through the Federal Lobbying Registry has flagged some interesting results.

There weren't public efforts by lobbyists to silence TikTok. But there were several prominent names who were advocating on its behalf. And it cut across party lines: (a) Conservative; (b) Liberal; (c) NDP; and (d) Bloc Québécois.

The stated goals of these meetings were:

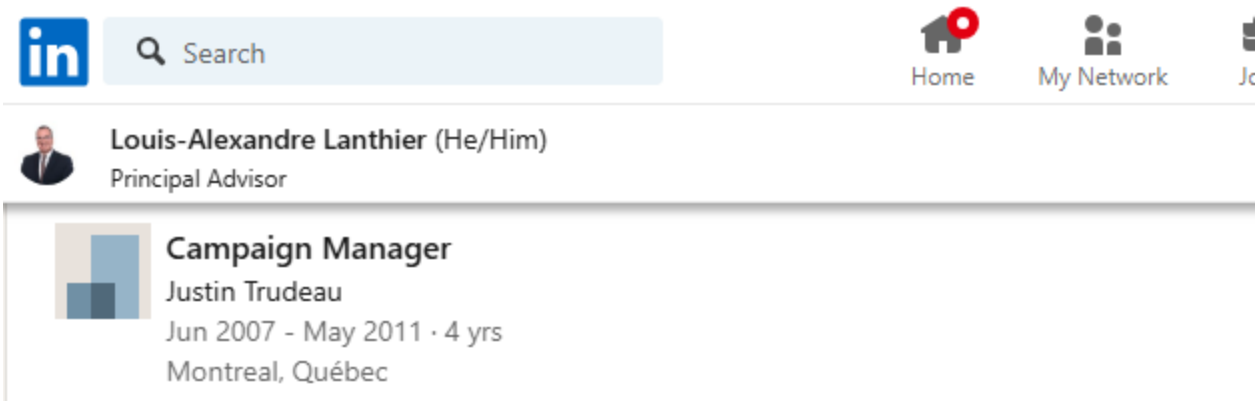
- Engage federal officials on legislation related to privacy and online safety
- Engage federal officials on policies, legislation and regulations relevant to digital media and user-generated online content, including privacy, data security, and copyright
- Engage federal officials on policies to support digital first content creators and foster the creation, discoverability, and exportability of Canadian cultural content online, including Indigenous and French-language content

Among recent Government initiatives were taxing and otherwise regulating social media content. This was hardly limited to just TikTok. Other platforms were getting squeezed as well. But they all had connected "strategists" to meet with political figures, and smooth things over.

However, TikTok was *still* deemed to be a national security threat.

Even the "Lavalin Guy" couldn't stop it.

Who Is This All-Star Cast Of Political Lobbyists?



- Éric Lamoureux – From December 2003 until June 2004, he was a Policy Advisor in the Ministry of Health. From then until January 2006, he was Director of Parliamentary Affairs, Foreign Affairs and International Trade, all under ***Liberal*** Prime Minister Paul Martin. He also helped secure the DPA (or Deferred Prosecution Agreement) for ***SNC Lavalin***.
- Louis-Alexandre Lanthier – From June 2007 until May 2011, he was the ***Campaign Manager for Liberal*** Justin Trudeau, now sitting Prime Minister.
- Julie Groleau – From November 2015 until November 2019, she was Parliamentary Assistant, in the Office of Simon Marcil, M.P. for the ***Bloc Québécois***.
- Maryanne Sheehy – From August 2010 until November 2015, she worked in the Office of the Prime Minister, who at the time, was ***Conservative*** Stephen Harper.
- Michael von Herff – Founder & Managing Partner at PAA Advisory. His firm has “political strategists” for all different parties.

- Matthew Larventz – From November 2015 until November 2017, he was a Legislative Assistant to ***Liberal*** M.P. Randeep Sarai.
- James Anderson – Former Policy Director in Health, and later Foreign Affairs when Paul Martin was Prime Minister. From November 2007 until March 2009 he was Senior Director, Organization and Outreach for the ***Federal Liberal Party of Canada***
- Nate Little – From March 2021 until October 2021, he was a Legislative Assistant in the House of Commons for Mumilaaq Qaqqaq, ***New Democrat*** M.P. from Nunavut. He was then a Press Secretary until January 2022.
- Stephen Yardy – From June 2008 until May 2022, he was Campaign Organizer for the ***New Democratic Party of Canada***, and claims to have worked on over 25 political campaigns across the country.

Éric Lamoureux worked deeply in the Federal Government going back to the Paul Martin era. But perhaps his greatest achievement is securing the deferred prosecution for SNC Lavalin, allowing it to continue bidding on contracts. He did this by leaning on François Legault in Quebec, to apply pressure Federally. He's basically the "Lavalin Guy".

Louis-Alexandre Lanthier is another influential person who relatively few have ever heard of. He got Trudeau his start in politics as his Campaign Manager. His more recent adventures include helping to flood canada with temporary foreign workers, particularly at places like Tim Hortons.

Of course, the records from the Lobbying Registry are just what's available publicly. There are most likely far more communications that aren't documented here.

It's been publicly speculated that TikTok's ban in the United States was driven by what's been called an "anti-Israel" bias. The counter-argument is that TikTok is actually providing more balanced coverage of Middle East issues. The concerns over security from the Chinese could just be a red herring.

One has to wonder, when Canada's top influence peddlers, including the "Lavalin Guy", weren't able to prevent the forced closure of domestic offices.

(1) https://www.cbc.ca/news/politics/tiktok-canada-review-1.7375965
(2) https://www.npr.org/2024/09/16/g-s1-23194/tiktok-us-ban-appeals-court
(3) https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/advSrch
(4) https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/advSrch?

searchCommand=navigate&time=1731230030029

(5) https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/vwRg?cno=371137&regId=956914

(6) https://paainc.ca/

(7) https://paainc.ca/team/

(8) https://www.linkedin.com/in/ericlamoureux/

(9) https://www.linkedin.com/in/louis-alexandre-lanthier-75517b3b/details/experience/

(10) https://www.linkedin.com/in/juliegroleau/

(11) https://www.linkedin.com/in/maryanne-sheehy/

(12) https://www.linkedin.com/in/michael-von-herff-2aab2411/

(13) https://www.linkedin.com/in/mlarventz/details/experience/

(14) https://www.linkedin.com/in/jamescharlesanderson/details/experience/

(15) https://www.linkedin.com/in/nate-little-297590133/

(16) https://www.linkedin.com/in/stephen-yardy-b0a4a326/

BIG TECH, GLOBALISM, LOBBYING, NGO/CS, SOCIAL MEDIA